

## Lampiran 1 (Kuesioner) :

No. Responden: ...

### KUESIONER

Responden yang terhormat,

Saya adalah mahasiswa Unika Widya Mandala Surabaya yang dalam rangka sedang melakukan tentang “Pengaruh *Perceived Risk* dan *Customer Satisfaction* terhadap *Purchase Intention* dan *Intention to Revisit* pada *Gramedia Online* Surabaya” maka dari itu, saya mohon kesediaan Anda untuk mengisi kuesioner dibawah ini. Atas bantuan dan partisipasinya, saya mengucapkan terima kasih sebesar-besarnya.

#### Bagian I

**Berilah tanda (X) pada jawaban yang Anda pilih.**

1. Apakah dalam 3 bulan terakhir Anda pernah berbelanja pada *Gramedia Online*?
  - a. Ya
  - b. Tidak

## Identitas Konsumen :

1. Usia :

- a. 15 - 25 tahun
- b. 26 - 35 tahun
- c. 36 - 45 tahun
- d. > 45 tahun

2. Berapa kali Anda berbelanja *online* dalam 3 bulan terakhir?

- a. 1 - 2 kali
- b. 3 - 4 kali
- c. 5 - 6 kali
- d. > 6 kali

## Bagian II

Petunjuk:

Berilah tanda (X) pada jawaban yang anda anggap paling sesuai, di mana jawaban terdapat skor nilai yang sudah ditetapkan, yaitu:

- 1 = Sangat tidak setuju (STS)
- 2 = Tidak setuju (TS)
- 3 = Netral (N)
- 4 = Setuju (S)
- 5 = Sangat Setuju (SS)

Pernyataan berikut berkaitan dengan *Perceived risk* (Resiko yang dirasakan), *Customer Satisfaction* (Kepuasan konsumen), *Purchase Intention* (Niat membeli), dan *Intention to Revisit* (Niat berkunjung kembali) yang dialami oleh koresponden pada saat berbelanja melalui *Gramedia Online*.

<b><i>Perceived Risk</i> (Resiko yang dirasakan)</b>		<b>(1)</b> <b>STS</b>	<b>(2)</b> <b>TS</b>	<b>(3)</b> <b>N</b>	<b>(4)</b> <b>S</b>	<b>(5)</b> <b>SS</b>
1.	Adanya keraguan dalam membeli produk-produk pada <i>Gramedia Online</i> .					
2.	Adanya ketidaknyaman secara psikologis, seperti rasa khawatir saat membeli produk-produk pada <i>Gramedia Online</i> .					
3.	Adanya keraguan bahwa bertransaksi melalui <i>Gramedia Online</i> memiliki potensi yang merugikan.					
<b><i>Customer Satisfaction</i> (Kepuasan konsumen)</b>		<b>(1)</b> <b>STS</b>	<b>(2)</b> <b>TS</b>	<b>(3)</b> <b>N</b>	<b>(4)</b> <b>S</b>	<b>(5)</b> <b>SS</b>
1.	Produk-produk yang dijual pada <i>Gramedia Online</i> memiliki mutu atau kualitas yang bagus.					
2.	<i>Gramedia Online</i> menyediakan berbagai macam produk.					
3.	Informasi mengenai produk-produk pada <i>Gramedia Online</i> sudah diinformasikan dengan jelas.					

<b><i>Purchase Intention (Niat membeli)</i></b>		<b>(1)</b> <b>STS</b>	<b>(2)</b> <b>TS</b>	<b>(3)</b> <b>N</b>	<b>(4)</b> <b>S</b>	<b>(5)</b> <b>SS</b>
1.	Saya berniat membeli produk pada <i>Gramedia Online</i> pada masa mendatang.					
2.	Saya berniat menggunakan <i>Gramedia Online</i> sebagai pilihan untuk membeli produk.					
3.	Saya berniat membeli produk pada <i>Gramedia Online</i> pada saat saya membutuhkan.					
<b><i>Intention to Revisit (Niat berkunjung kembali)</i></b>		<b>(1)</b> <b>STS</b>	<b>(2)</b> <b>TS</b>	<b>(3)</b> <b>N</b>	<b>(4)</b> <b>S</b>	<b>(5)</b> <b>SS</b>
1.	Jika saya ingin membeli produk yang serupa dengan sebelumnya, saya akan membelinya pada <i>Gramedia Online</i> .					
2.	Jika saya ingin mencari informasi mengenai produk-produk yang terbaru, saya akan mengunjungi <i>Gramedia Online</i> .					

~ Terima Kasih Atas Partisipasinya ~

## Lampiran 2 (Hasil Pengisian Kuesioner Responden) :

No	PR1	PR2	PR3	PR	CS1	CS2	CS3	CS
1	4.00	4.00	4.00	4.00	5.00	5.00	5.00	5.00
2	4.00	4.00	3.00	3.67	5.00	4.00	4.00	4.33
3	4.00	5.00	5.00	4.67	4.00	4.00	4.00	4.00
4	4.00	5.00	4.00	4.33	2.00	2.00	2.00	2.00
5	4.00	4.00	3.00	3.67	4.00	2.00	4.00	3.33
6	2.00	2.00	2.00	2.00	4.00	4.00	4.00	4.00
7	4.00	4.00	4.00	4.00	5.00	4.00	5.00	4.67
8	4.00	4.00	4.00	4.00	5.00	5.00	5.00	5.00
9	4.00	2.00	1.00	2.33	2.00	2.00	2.00	2.00
10	4.00	4.00	4.00	4.00	5.00	5.00	5.00	5.00
11	4.00	4.00	2.00	3.33	5.00	4.00	5.00	4.67
12	4.00	2.00	2.00	2.67	1.00	1.00	2.00	1.33
13	5.00	4.00	4.00	4.33	5.00	4.00	4.00	4.33
14	4.00	5.00	4.00	4.33	5.00	4.00	4.00	4.33
15	2.00	1.00	2.00	1.67	2.00	1.00	5.00	2.67
16	4.00	4.00	4.00	4.00	2.00	4.00	5.00	3.67
17	4.00	2.00	1.00	2.33	4.00	4.00	4.00	4.00
18	4.00	5.00	3.00	4.00	5.00	5.00	5.00	5.00
19	4.00	4.00	4.00	4.00	4.00	4.00	2.00	3.33
20	2.00	2.00	1.00	1.67	2.00	2.00	2.00	2.00
21	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00
22	4.00	3.00	4.00	3.67	4.00	4.00	2.00	3.33
23	4.00	4.00	2.00	3.33	5.00	5.00	5.00	5.00
24	4.00	4.00	5.00	4.33	2.00	1.00	2.00	1.67
25	4.00	3.00	3.00	3.33	1.00	1.00	1.00	1.00
26	4.00	3.00	3.00	3.33	5.00	3.00	4.00	4.00
27	4.00	4.00	5.00	4.33	5.00	5.00	4.00	4.67

28	4.00	4.00	5.00	4.33	4.00	4.00	2.00	3.33
29	4.00	4.00	4.00	4.00	5.00	4.00	2.00	3.67
30	4.00	3.00	3.00	3.33	4.00	4.00	4.00	4.00
31	4.00	4.00	4.00	4.00	4.00	5.00	4.00	4.33
32	2.00	2.00	2.00	2.00	2.00	2.00	2.00	2.00
33	4.00	5.00	5.00	4.67	4.00	4.00	2.00	3.33
34	4.00	4.00	4.00	4.00	5.00	4.00	5.00	4.67
35	4.00	5.00	5.00	4.67	4.00	5.00	4.00	4.33
36	4.00	4.00	5.00	4.33	4.00	4.00	4.00	4.00
37	4.00	4.00	4.00	4.00	5.00	5.00	5.00	5.00
38	4.00	4.00	5.00	4.33	5.00	5.00	5.00	5.00
39	2.00	2.00	1.00	1.67	4.00	4.00	4.00	4.00
40	4.00	4.00	3.00	3.67	5.00	4.00	5.00	4.67
41	4.00	4.00	4.00	4.00	4.00	5.00	5.00	4.67
42	4.00	5.00	4.00	4.33	5.00	4.00	5.00	4.67
43	2.00	5.00	2.00	3.00	4.00	5.00	4.00	4.33
44	4.00	4.00	4.00	4.00	2.00	1.00	1.00	1.33
45	4.00	2.00	2.00	2.67	5.00	4.00	5.00	4.67
46	5.00	4.00	3.00	4.00	4.00	5.00	5.00	4.67
47	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00
48	4.00	4.00	5.00	4.33	4.00	4.00	4.00	4.00
49	4.00	4.00	4.00	4.00	4.00	2.00	1.00	2.33
50	4.00	5.00	4.00	4.33	5.00	5.00	5.00	5.00
51	4.00	5.00	5.00	4.67	4.00	5.00	4.00	4.33
52	2.00	5.00	4.00	3.67	4.00	4.00	4.00	4.00
53	5.00	5.00	4.00	4.67	4.00	4.00	4.00	4.00
54	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00
55	4.00	4.00	4.00	4.00	5.00	3.00	5.00	4.33
56	5.00	4.00	5.00	4.67	5.00	4.00	4.00	4.33
57	5.00	5.00	4.00	4.67	4.00	5.00	5.00	4.67
58	5.00	5.00	4.00	4.67	4.00	4.00	4.00	4.00

59	4.00	4.00	5.00	4.33	4.00	4.00	4.00	4.00
60	5.00	5.00	5.00	5.00	5.00	5.00	4.00	4.67
61	4.00	5.00	5.00	4.67	4.00	5.00	5.00	4.67
62	4.00	4.00	4.00	4.00	5.00	4.00	4.00	4.33
63	5.00	5.00	4.00	4.67	4.00	4.00	5.00	4.33
64	4.00	4.00	5.00	4.33	4.00	4.00	4.00	4.00
65	5.00	5.00	4.00	4.67	4.00	4.00	5.00	4.33
66	5.00	5.00	5.00	5.00	5.00	5.00	4.00	4.67
67	5.00	5.00	4.00	4.67	5.00	5.00	5.00	5.00
68	4.00	5.00	5.00	4.67	4.00	4.00	4.00	4.00
69	5.00	5.00	4.00	4.67	5.00	5.00	5.00	5.00
70	4.00	4.00	4.00	4.00	5.00	4.00	4.00	4.33
71	5.00	5.00	5.00	5.00	5.00	4.00	4.00	4.33
72	4.00	4.00	3.00	3.67	4.00	5.00	4.00	4.33
73	5.00	5.00	4.00	4.67	5.00	5.00	5.00	5.00
74	4.00	4.00	3.00	3.67	5.00	4.00	5.00	4.67
75	4.00	4.00	4.00	4.00	2.00	2.00	2.00	2.00
76	5.00	4.00	5.00	4.67	4.00	4.00	5.00	4.33
77	5.00	5.00	5.00	5.00	2.00	1.00	2.00	1.67
78	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00
79	4.00	4.00	4.00	4.00	4.00	4.00	5.00	4.33
80	5.00	5.00	5.00	5.00	5.00	5.00	4.00	4.67
81	4.00	4.00	4.00	4.00	2.00	2.00	2.00	2.00
82	5.00	5.00	5.00	5.00	4.00	4.00	5.00	4.33
83	5.00	4.00	4.00	4.33	4.00	5.00	5.00	4.67
84	4.00	5.00	4.00	4.33	4.00	5.00	4.00	4.33
85	4.00	4.00	5.00	4.33	4.00	4.00	4.00	4.00
86	5.00	5.00	4.00	4.67	4.00	5.00	4.00	4.33
87	5.00	5.00	4.00	4.67	4.00	4.00	4.00	4.00
88	5.00	4.00	4.00	4.33	4.00	5.00	5.00	4.67
89	4.00	4.00	5.00	4.33	4.00	5.00	4.00	4.33

90	5.00	5.00	4.00	4.67	5.00	4.00	4.00	4.33
91	5.00	5.00	5.00	5.00	5.00	4.00	4.00	4.33
92	4.00	5.00	4.00	4.33	4.00	4.00	4.00	4.00
93	5.00	4.00	4.00	4.33	5.00	4.00	3.00	4.00
94	4.00	4.00	5.00	4.33	4.00	4.00	4.00	4.00
95	4.00	4.00	4.00	4.00	5.00	5.00	5.00	5.00
96	5.00	4.00	5.00	4.67	4.00	4.00	4.00	4.00
97	4.00	5.00	4.00	4.33	4.00	4.00	4.00	4.00
98	5.00	5.00	5.00	5.00	4.00	4.00	4.00	4.00
99	5.00	5.00	4.00	4.67	4.00	4.00	3.00	3.67
100	4.00	4.00	4.00	4.00	2.00	2.00	2.00	2.00
101	5.00	4.00	4.00	4.33	4.00	4.00	4.00	4.00
102	4.00	2.00	1.00	2.33	2.00	2.00	2.00	2.00
103	5.00	5.00	4.00	4.67	4.00	4.00	4.00	4.00
104	4.00	4.00	5.00	4.33	4.00	5.00	4.00	4.33
105	4.00	4.00	4.00	4.00	2.00	2.00	2.00	2.00
106	4.00	5.00	4.00	4.33	5.00	2.00	1.00	2.67
107	4.00	3.00	3.00	3.33	2.00	2.00	2.00	2.00
108	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00
109	5.00	5.00	5.00	5.00	4.00	5.00	5.00	4.67
110	4.00	4.00	4.00	4.00	5.00	4.00	5.00	4.67
111	4.00	5.00	4.00	4.33	2.00	2.00	2.00	2.00
112	5.00	5.00	5.00	5.00	5.00	4.00	4.00	4.33
113	4.00	4.00	4.00	4.00	5.00	4.00	4.00	4.33
114	5.00	5.00	4.00	4.67	4.00	5.00	5.00	4.67
115	5.00	5.00	4.00	4.67	2.00	2.00	2.00	2.00
116	4.00	4.00	5.00	4.33	4.00	4.00	4.00	4.00
117	4.00	4.00	4.00	4.00	4.00	5.00	5.00	4.67
118	5.00	5.00	4.00	4.67	5.00	5.00	4.00	4.67
119	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00
120	5.00	5.00	3.00	4.33	4.00	4.00	4.00	4.00



[illegible]

152	4.00	4.00	5.00	4.33	5.00	5.00	4.00	4.67
153	3.00	5.00	5.00	4.33	4.00	5.00	5.00	4.67
154	4.00	4.00	3.00	3.67	4.00	4.00	5.00	4.33
155	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00
156	4.00	4.00	4.00	4.00	5.00	4.00	5.00	4.67
157	4.00	4.00	5.00	4.33	5.00	5.00	4.00	4.67
158	4.00	5.00	4.00	4.33	5.00	5.00	5.00	5.00
159	5.00	5.00	4.00	4.67	5.00	5.00	5.00	5.00
160	5.00	4.00	4.00	4.33	5.00	4.00	5.00	4.67
161	4.00	5.00	5.00	4.67	5.00	4.00	5.00	4.67
162	5.00	5.00	5.00	5.00	4.00	5.00	5.00	4.67
163	5.00	4.00	5.00	4.67	5.00	5.00	4.00	4.67
164	5.00	4.00	4.00	4.33	4.00	5.00	4.00	4.33
165	4.00	5.00	5.00	4.67	4.00	5.00	5.00	4.67
166	5.00	5.00	4.00	4.67	4.00	4.00	5.00	4.33
167	4.00	5.00	4.00	4.33	4.00	4.00	4.00	4.00
168	3.00	5.00	3.00	3.67	4.00	4.00	4.00	4.00
169	3.00	5.00	5.00	4.33	5.00	3.00	5.00	4.33
170	3.00	4.00	3.00	3.33	4.00	3.00	4.00	3.67
171	4.00	5.00	4.00	4.33	5.00	4.00	4.00	4.33
172	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00
173	5.00	5.00	4.00	4.67	4.00	5.00	4.00	4.33
174	5.00	4.00	3.00	4.00	4.00	4.00	4.00	4.00
175	4.00	5.00	4.00	4.33	5.00	4.00	4.00	4.33
176	5.00	4.00	4.00	4.33	5.00	5.00	4.00	4.67
177	5.00	4.00	3.00	4.00	4.00	4.00	4.00	4.00
178	4.00	5.00	4.00	4.33	4.00	3.00	4.00	3.67
179	4.00	4.00	5.00	4.33	4.00	4.00	5.00	4.33
180	4.00	5.00	4.00	4.33	4.00	4.00	5.00	4.33
181	5.00	4.00	5.00	4.67	5.00	3.00	4.00	4.00
182	5.00	4.00	4.00	4.33	5.00	4.00	5.00	4.67

183	5.00	4.00	5.00	4.67	4.00	5.00	5.00	4.67
184	5.00	5.00	5.00	5.00	3.00	5.00	5.00	4.33
185	2.00	4.00	5.00	3.67	4.00	4.00	5.00	4.33
186	2.00	4.00	4.00	3.33	4.00	4.00	4.00	4.00
187	3.00	4.00	4.00	3.67	4.00	4.00	4.00	4.00
188	5.00	5.00	5.00	5.00	5.00	4.00	4.00	4.33
189	4.00	5.00	5.00	4.67	4.00	5.00	4.00	4.33
190	5.00	4.00	4.00	4.33	5.00	4.00	4.00	4.33
191	4.00	4.00	4.00	4.00	4.00	5.00	3.00	4.00
192	4.00	4.00	4.00	4.00	4.00	4.00	2.00	3.33
193	4.00	5.00	5.00	4.67	4.00	4.00	2.00	3.33
194	2.00	2.00	2.00	2.00	4.00	4.00	2.00	3.33
195	2.00	4.00	4.00	3.33	4.00	2.00	4.00	3.33
196	4.00	2.00	2.00	2.67	4.00	4.00	4.00	4.00
197	4.00	3.00	4.00	3.67	4.00	4.00	1.00	3.00
198	4.00	4.00	4.00	4.00	4.00	5.00	3.00	4.00
199	4.00	4.00	4.00	4.00	3.00	5.00	4.00	4.00
200	4.00	4.00	4.00	4.00	3.00	5.00	3.00	3.67



PI1	PI2	PI3	PI	IR1	IR2	IR
4.00	4.00	4.00	4.00	3.00	3.00	3.00
2.00	3.00	3.00	2.67	4.00	4.00	4.00
3.00	3.00	3.00	3.00	3.00	3.00	3.00
4.00	4.00	4.00	4.00	3.00	4.00	3.50
3.00	4.00	3.00	3.33	3.00	2.00	2.50
4.00	4.00	4.00	4.00	4.00	4.00	4.00
4.00	4.00	4.00	4.00	4.00	3.00	3.50
5.00	5.00	5.00	5.00	5.00	4.00	4.50
4.00	4.00	4.00	4.00	4.00	4.00	4.00
3.00	4.00	4.00	3.67	3.00	4.00	3.50
4.00	4.00	4.00	4.00	4.00	2.00	3.00
3.00	4.00	3.00	3.33	3.00	4.00	3.50
3.00	3.00	3.00	3.00	3.00	3.00	3.00
4.00	5.00	4.00	4.33	4.00	4.00	4.00
2.00	3.00	3.00	2.67	3.00	3.00	3.00
4.00	5.00	5.00	4.67	5.00	4.00	4.50
4.00	5.00	5.00	4.67	3.00	4.00	3.50
4.00	4.00	4.00	4.00	4.00	4.00	4.00
4.00	5.00	4.00	4.33	4.00	3.00	3.50
3.00	4.00	4.00	3.67	5.00	4.00	4.50
5.00	4.00	5.00	4.67	4.00	3.00	3.50
3.00	3.00	4.00	3.33	4.00	3.00	3.50
4.00	4.00	5.00	4.33	3.00	3.00	3.00
5.00	5.00	4.00	4.67	5.00	4.00	4.50
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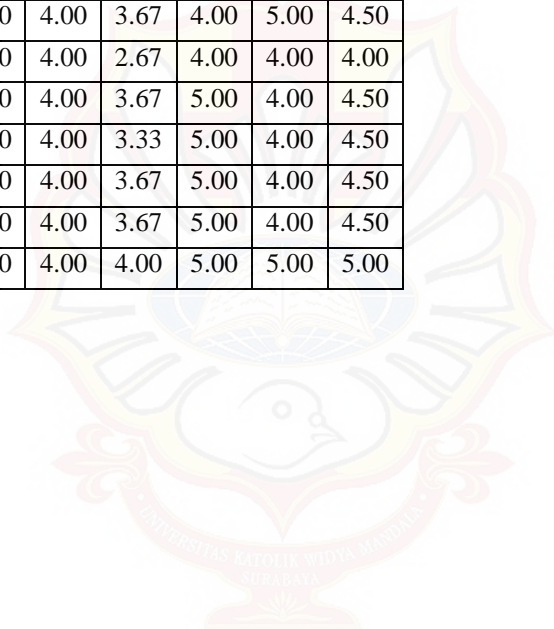
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5.00	3.00	4.00	4.00	5.00	5.00	5.00



**Lampiran 3 (Tabel Frekuensi Karakteristik Responden) :**

**Pernah\_Berbelanja**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Ya	200	100.0	100.0	100.0

**Usia**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 15 - 25 tahun	44	22.0	22.0	22.0
26 - 35 tahun	72	36.0	36.0	58.0
36 - 45 tahun	56	28.0	28.0	86.0
> 45 tahun	28	14.0	14.0	100.0
Total	200	100.0	100.0	

**Frekuensi\_Berbelanja**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1 - 2 kali	25	12.5	12.5	12.5
3 - 4 kali	47	23.5	23.5	36.0
5 - 6 kali	70	35.0	35.0	71.0
> 6 kali	58	29.0	29.0	100.0
Total	200	100.0	100.0	

#### Lampiran 4 (Tabel Deskripsi Variabel) :

##### Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
PR1	200	2	5	4.05	.849
PR2	200	1	5	4.20	.819
PR3	200	1	5	4.01	.919
PR	200	1	5	4.09	.696
Valid N (listwise)	200				

##### Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
CS1	200	1	5	4.10	.906
CS2	200	1	5	4.03	.987
CS3	200	1	5	3.99	1.027
CS	200	1	5	4.04	.827
Valid N (listwise)	200				

##### Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
PI1	200	1	5	3.81	.888
PI2	200	1	5	3.80	.822
PI3	200	1	5	3.91	.771
PI	200	2	5	3.84	.706
Valid N (listwise)	200				

### Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
IR1	200	1	5	3.87	.881
IR2	200	1	5	3.82	.886
IR	200	2	5	3.84	.734
Valid N (listwise)	200				



## Lampiran 5 (Uji Normalitas) :

### Test of Univariate Normality for Continuous Variables

Variable	Skewness		Kurtosis		Skewness and Kurtosis	
	Z-Score	P-Value	Z-Score	P-Value	Chi-Square	P-Value
PR1	-1.044	0.296	-1.390	0.164	3.023	0.221
PR2	-2.005	0.145	-0.744	0.457	4.572	0.102
PR3	-1.712	0.187	-0.528	0.598	3.210	0.201
CS1	-1.819	0.169	-0.913	0.361	4.142	0.126
CS2	-1.922	0.155	-1.060	0.289	4.818	0.192
CS3	-2.002	0.145	-1.473	0.141	6.177	0.046
PI1	-1.250	0.211	-1.353	0.176	3.393	0.183
PI2	-1.150	0.250	0.068	0.946	1.327	0.515
PI3	-1.213	0.225	-0.136	0.892	1.490	0.475
IR1	-1.386	0.166	-1.303	0.192	3.621	0.164
IR2	-1.326	0.185	0.115	0.908	1.770	0.413
PR	-0.572	0.567	-0.484	0.628	0.562	0.755
CS	-0.587	0.557	-0.608	0.543	0.714	0.700
PI	-0.330	0.741	-0.348	0.728	0.230	0.891
IR	-0.516	0.606	-0.599	0.549	0.625	0.732

Relative Multivariate Kurtosis = 1.130

Test of Multivariate Normality for Continuous Variables

Skewness			Kurtosis			Skewness and Kurtosis	
Value	Z-Score	P-Value	Value	Z-Score	P-Value	Chi-Square	P-Value
55.499	21.924	0.106	288.035	7.511	0.072	537.066	0.124



## Lampiran 6 (Uji Validitas dan Reliabilitas) :

### Uji Validitas :

Pengaruh *Perceived Risk* dan *Customer Satisfaction* terhadap *Purchase Intention* dan *Intention to Revisit*

Number of Iterations = 14

LISREL Estimates (Maximum Likelihood)

Measurement Equations

$$\begin{array}{l} \text{PI1} = 1.00 * \text{PI}, \text{Errorvar.} = 0.31, R^a = 0.61 \\ (0.049) \\ 6.23 \end{array}$$

$$\begin{array}{l} \text{PI2} = 0.82 * \text{PI}, \text{Errorvar.} = 0.35, R^a = 0.48 \\ (0.092) \quad (0.045) \\ 8.94 \quad 7.86 \end{array}$$

$$\begin{array}{l} \text{PI3} = 0.90 * \text{PI}, \text{Errorvar.} = 0.21, R^a = 0.65 \\ (0.093) \quad (0.037) \\ 9.69 \quad 5.55 \end{array}$$

$$\begin{array}{l} \text{IR1} = 1.00 * \text{IR}, \text{Errorvar.} = 0.39, R^a = 0.50 \\ (0.12) \\ 3.12 \end{array}$$

$$\begin{array}{l} \text{IR2} = 0.73 * \text{IR}, \text{Errorvar.} = 0.57, R^a = 0.27 \\ (0.23) \quad (0.085) \\ 3.25 \quad 6.74 \end{array}$$

$$\begin{array}{l} \text{PR1} = 1.00 * \text{PR}, \text{Errorvar.} = 0.53, R^a = 0.27 \\ (0.062) \\ 8.51 \end{array}$$



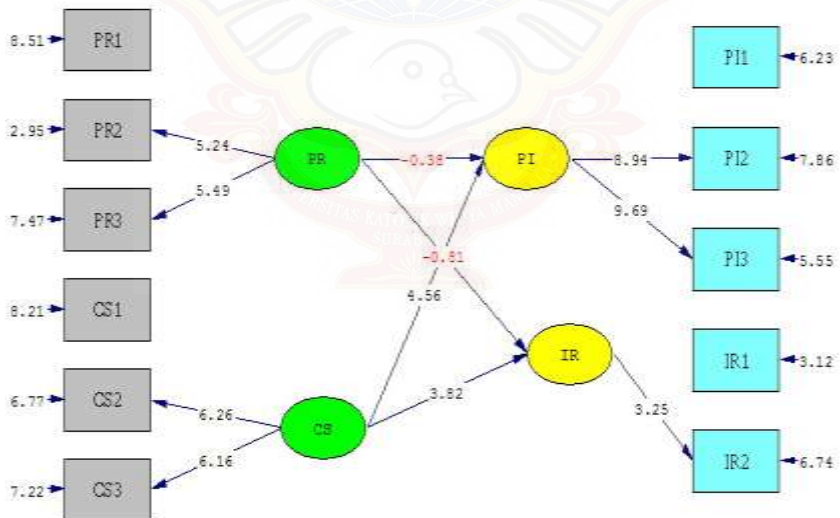
$PR2 = 1.54 * PR$ , Errorvar.= 0.22 ,  $R^a = 0.68$   
 (0.29) (0.074)  
 5.24 2.95

$PR3 = 1.25 * PR$ , Errorvar.= 0.54 ,  $R^a = 0.36$   
 (0.23) (0.073)  
 5.49 7.47

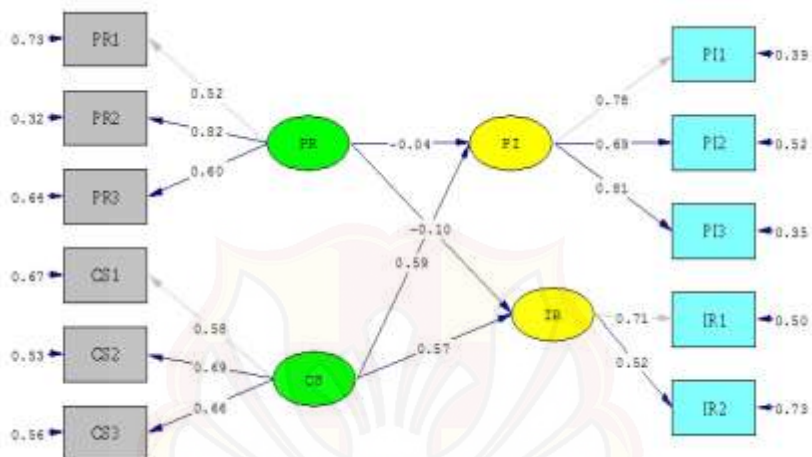
$CS1 = 1.00 * CS$ , Errorvar.= 0.55 ,  $R^a = 0.33$   
 (0.067)  
 8.21

$CS2 = 1.30 * CS$ , Errorvar.= 0.51 ,  $R^a = 0.47$   
 (0.21) (0.076)  
 6.26 6.77

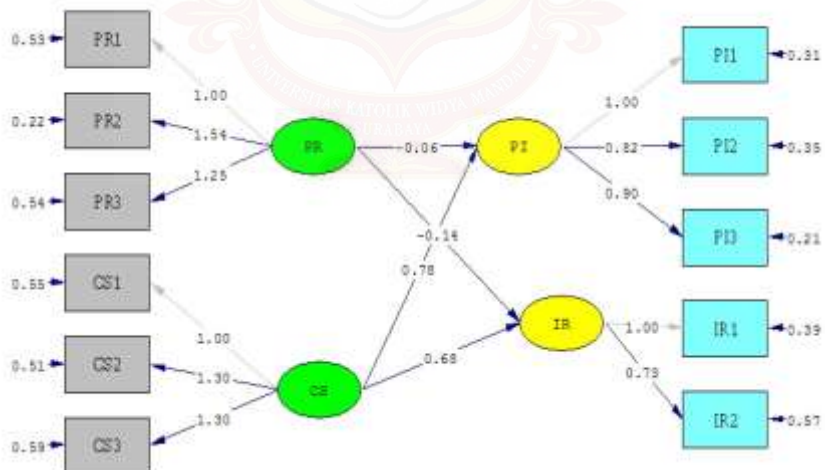
$CS3 = 1.30 * CS$ , Errorvar.= 0.59 ,  $R^a = 0.44$   
 (0.21) (0.082)  
 6.16 7.22



## Uji Reliabilitas :



## Estimate :



## **Lampiran 7 (Uji Kecocokan Model) :**

### **Uji Kecocokan Model Keseluruhan :**

#### Goodness of Fit Statistics

Degrees of Freedom = 150

Minimum Fit Function Chi-Square = 230.59 (P = 0.064)

Normal Theory Weighted Least Squares Chi-Square = 223.83 (P = 0.058)

Estimated Non-centrality Parameter (NCP) = 84.83

90 Percent Confidence Interval for NCP = (54.97 ; 122.32)

Minimum Fit Function Value = 0.66

Population Discrepancy Function Value (F0) = 0.43

90 Percent Confidence Interval for F0 = (0.28 ; 0.61)

Root Mean Square Error of Approximation (RMSEA) = 0.062

90 Percent Confidence Interval for RMSEA = (0.026 ; 0.074)

P-Value for Test of Close Fit (RMSEA < 0.05) = 0.58

Expected Cross-Validation Index (ECVI) = 0.89

90 Percent Confidence Interval for ECVI = (0.74 ; 1.08)

ECVI for Saturated Model = 0.66

ECVI for Independence Model = 4.66

Chi-Square for Independence Model with 55 Degrees of Freedom = 905.76

Independence AIC = 927.76

Model AIC = 177.83

Saturated AIC = 132.00

Independence CAIC = 975.04

Model CAIC = 293.89

Saturated CAIC = 415.69

Normed Fit Index (NFI) = 0.86

Non-Normed Fit Index (NNFI) = 0.85

Parsimony Normed Fit Index (PNFI) = 0.70

Comparative Fit Index (CFI) = 0.89

Incremental Fit Index (IFI) = 0.89

Relative Fit Index (RFI) = 0.82

Critical N (CN) = 96.13

Root Mean Square Residual (RMR) = 0.078

Standardized RMR = 0.10

Goodness of Fit Index (GFI) = 0.90

Adjusted Goodness of Fit Index (AGFI) = 0.83

Parsimony Goodness of Fit Index (PGFI) = 0.53

## Uji Kecocokan Model Struktural :

### Structural Equations

$$\begin{array}{lll} \text{PI} = -0.061 * \text{PR} + 0.78 * \text{CS}, \text{Errorvar.} = 0.32, R^a = 0.32 \\ (0.16) \quad (0.17) \quad (0.064) \\ -0.38 \quad 4.56 \quad 5.08 \end{array}$$

$$\begin{array}{lll} \text{IR} = -0.14 * \text{PR} + 0.68 * \text{CS}, \text{Errorvar.} = 0.28, R^a = 0.28 \\ (0.18) \quad (0.18) \quad (0.12) \\ -0.81 \quad 3.82 \quad 2.38 \end{array}$$

DATE: 12/24/2011  
TIME: 10:50

P R E L I S 2.70

BY

Karl G. Joreskog & Dag Sörbom

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The following lines were read from file D:\DATA\INPUT.PR2:

!PRELIS SYNTAX: Can be edited  
SY='D:\DATA\INPUT.PSF'  
NS 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15  
OU MA=CM SM=D:\DATA\INPUT.COV XT

Total Sample Size = 200

Univariate Summary Statistics for Continuous Variables

Variable	Mean	St. Dev.	T-Value	Skewness	Kurtosis	Minimum	Freq.	Maximum
Freq.								
PR1	4.050	0.849	67.448	-0.177	-0.412	2.375	20	5.187
PR2	4.195	0.819	72.461	-0.347	-0.260	1.729	2	5.148
PR3	4.010	0.919	61.725	-0.294	-0.203	1.715	6	5.215
CS1	4.095	0.906	63.950	-0.313	-0.303	1.397	2	5.196
CS2	4.030	0.987	57.749	-0.332	-0.338	1.555	6	5.238
CS3	3.990	1.027	54.932	-0.346	-0.430	1.354	5	5.227
PI1	3.810	0.888	60.705	-0.213	-0.404	1.069	1	5.073
PI2	3.795	0.822	65.259	-0.196	-0.027	1.219	1	5.135
PI3	3.910	0.771	71.693	-0.206	-0.090	1.482	1	5.073
IR1	3.870	0.881	62.090	-0.237	-0.393	1.483	3	5.083
IR2	3.815	0.886	60.906	-0.226	-0.011	1.389	3	5.201
PR	4.085	0.696	82.984	-0.097	-0.191	2.031	1	5.385
CS	4.038	0.827	69.017	-0.099	-0.225	1.591	1	5.524
PI	3.838	0.706	76.833	-0.056	-0.153	1.931	2	5.314
IR	3.843	0.734	74.008	-0.087	-0.222	2.018	4	5.223

Variable	Skewness		Kurtosis		Skewness and Kurtosis	
	Z-Score	P-Value	Z-Score	P-Value	Chi-Square	P-Value
PR1	-1.044	0.296	-1.390	0.164	3.023	0.221
PR2	-2.005	0.145	-0.744	0.457	4.572	0.102
PR3	-1.712	0.187	-0.528	0.598	3.210	0.201
CS1	-1.819	0.169	-0.913	0.361	4.142	0.126
CS2	-1.922	0.155	-1.060	0.289	4.818	0.192
CS3	-2.002	0.145	-1.473	0.141	6.177	0.146
PI1	-1.250	0.211	-1.353	0.176	3.393	0.183
PI2	-1.150	0.250	0.068	0.946	1.327	0.515
PI3	-1.213	0.225	-0.136	0.892	1.490	0.475
IR1	-1.386	0.166	-1.303	0.192	3.621	0.164
IR2	-1.326	0.185	0.115	0.908	1.770	0.413
PR	-0.572	0.567	-0.484	0.628	0.562	0.755
CS	-0.587	0.557	-0.608	0.543	0.714	0.700
PI	-0.330	0.741	-0.348	0.728	0.230	0.891
IR	-0.516	0.606	-0.599	0.549	0.625	0.732

### Test of Multivariate Normality for Continuous Variables

Skewness			Kurtosis			Skewness and Kurtosis	
Value	Z-Score	P-Value	Value	Z-Score	P-Value	Chi-Square	P-Value
55.499	21.924	0.106	288.035	7.511	0.072	537.066	0.124

Frequency	Percentage	Lower Class Limit	
20	10.0	2.375	
7	3.5	2.656	
0	0.0	2.937	
0	0.0	3.219	
0	0.0	3.500	
116	58.0	3.781	
0	0.0	4.062	
0	0.0	4.343	
0	0.0	4.625	
57	28.5	4.906	

Frequency	Percentage	Lower Class Limit
2	1.0	1.729
0	0.0	2.071
11	5.5	2.413
6	3.0	2.755
0	0.0	3.097
0	0.0	3.438
108	54.0	3.780
0	0.0	4.122
0	0.0	4.464
73	36.5	4.806

[illegible]

0	0.0	4.515	
57	28.5	4.865	████████████████████

CS1

Frequency	Percentage	Lower Class Limit	
2	1.0	1.397	
0	0.0	1.777	
19	9.5	2.157	██████
4	2.0	2.536	█
0	0.0	2.916	
0	0.0	3.296	
108	54.0	3.676	██
0	0.0	4.056	
0	0.0	4.436	
67	33.5	4.816	████████████████████████████

CS2

Frequency	Percentage	Lower Class Limit	
6	3.0	1.555	██
0	0.0	1.924	
17	8.5	2.292	██████
7	3.5	2.660	██
0	0.0	3.029	
0	0.0	3.397	
105	52.5	3.765	██
0	0.0	4.133	
0	0.0	4.502	
65	32.5	4.870	██████████████████████████

CS3

Frequency	Percentage	Lower Class Limit	
5	2.5	1.354	█
0	0.0	1.741	
23	11.5	2.129	██████
7	3.5	2.516	██
0	0.0	2.903	
0	0.0	3.291	
99	49.5	3.678	██
0	0.0	4.065	
0	0.0	4.453	
66	33.0	4.840	██████████████████████████

PI1

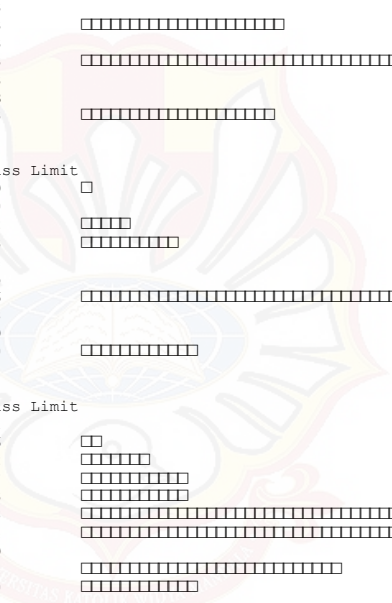
Frequency	Percentage	Lower Class Limit	
1	0.5	1.069	
0	0.0	1.470	
15	7.5	1.870	██████
0	0.0	2.270	
50	25.0	2.671	████████████████████
0	0.0	3.071	
0	0.0	3.472	
89	44.5	3.872	██
0	0.0	4.272	
45	22.5	4.673	████████████████████

PI2

Frequency	Percentage	Lower Class Limit	
1	0.5	1.219	
0	0.0	1.611	
15	7.5	2.002	██████
0	0.0	2.394	
41	20.5	2.785	████████████████
0	0.0	3.177	
110	55.0	3.569	██
0	0.0	3.960	
0	0.0	4.352	
33	16.5	4.743	██████████

PI3

Frequency	Percentage	Lower Class Limit
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ss Limit

ss Limit

ss Limit

3	1.5	1.483	<input type="checkbox"/>
8	4.0	1.843	<input type="checkbox"/>
0	0.0	2.203	<input type="checkbox"/>
0	0.0	2.563	
50	25.0	2.923	<input type="checkbox"/>
0	0.0	3.283	
90	45.0	3.643	<input type="checkbox"/>
0	0.0	4.003	
0	0.0	4.363	
49	24.5	4.723	<input type="checkbox"/>

Iteration	Mean	Std. Dev.	Std. Error	95% CI Lower	95% CI Upper
3	1.5	1.389			
0	0.0	1.770			
17	8.5	2.152			
31	15.5	2.533			
0	0.0	2.914			
0	0.0	3.295			
112	56.0	3.676			
0	0.0	4.058			
0	0.0	4.439			
37	18.5	4.820			

Iteration	Mean	Std	Log Likelihood	Log Prior	Log Posterior
1	0.5	2.031			
3	1.5	2.366			
10	5.0	2.702			
16	8.0	3.037			
15	7.5	3.373			
51	25.5	3.708			
50	25.0	4.044			
0	0.0	4.379			
37	18.5	4.714			
17	8.5	5.050			

Iteration	Learning Rate	Loss	Validation Loss
1	0.5	1.591	1.591
4	2.0	1.984	1.984
12	6.0	2.377	2.377
15	7.5	2.771	2.771
8	4.0	3.164	3.164
56	28.0	3.557	3.557
48	24.0	3.950	3.950
0	0.0	4.344	4.344
36	18.0	4.737	4.737
20	10.0	5.130	5.130

[illegible]





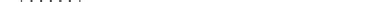




PR2	PR3	CS1
0.670		
0.368	0.844	
0.183	0.166	0.820
0.204	0.190	0.382
0.167	0.108	0.433
0.138	0.125	0.118
0.089	0.091	0.084
0.078	0.082	0.109
0.148	0.107	0.070
0.076	0.064	0.035
0.446	0.487	0.162
0.198	0.147	0.573
0.111	0.108	0.105
0.057	0.079	0.049

PI2	PI3	IR1
0.676		
0.361	0.595	
0.274	0.385	0.777
0.236	0.226	0.287
0.084	0.053	0.132
0.157	0.174	0.112
0.479	0.462	0.349
0.248	0.304	0.537

Frequency Percentage Lower Class Limit

5	2.5	2.018	
11	5.5	2.338	
0	0.0	2.659	
22	11.0	2.979	
37	18.5	3.300	
67	33.5	3.620	
0	0.0	3.941	
41	20.5	4.261	
0	0.0	4.582	
17	8.5	4.902	

## Covariance Matrix

	PR1	PR2	PR3	CS1	CS2	CS3
PR1	0.721					
PR2	0.296	0.670				
PR3	0.238	0.368	0.844			
CS1	0.157	0.183	0.166	0.820		
CS2	0.131	0.204	0.190	0.382	0.974	
CS3	0.069	0.167	0.108	0.433	0.488	1.055
PI1	0.085	0.138	0.125	0.118	0.264	0.214
PI2	0.069	0.089	0.091	0.084	0.121	0.239
PI3	0.105	0.078	0.082	0.109	0.207	0.220
IR1	0.145	0.148	0.107	0.070	0.190	0.118
IR2	0.102	0.076	0.064	0.035	0.133	0.118
PR	0.451	0.446	0.487	0.162	0.166	0.100
CS	0.134	0.198	0.147	0.573	0.628	0.691
PI	0.056	0.111	0.108	0.105	0.200	0.228
IR	0.124	0.057	0.079	0.049	0.161	0.111

### Covariance Matrix

	PI1	PI2	PI3	IR1	IR2	PR
PI1	0.788					
PI2	0.396	0.676				
PI3	0.428	0.361	0.595			
IR1	0.424	0.274	0.385	0.777		
IR2	0.335	0.236	0.226	0.287	0.785	
PR	0.119	0.084	0.053	0.132	0.086	0.485
CS	0.210	0.157	0.174	0.112	0.100	0.151
PI	0.538	0.479	0.462	0.349	0.262	0.093
IR	0.381	0.248	0.304	0.537	0.532	0.054

## Covariance Matrix

	CS	PI	IR
CS	0.685		
PI	0.185	0.499	
IR	0.103	0.304	0.539

## Means

PR1	PR2	PR3	CS1	CS2	CS3
4.050	4.195	4.010	4.095	4.030	3.990

## Means

PI1	PI2	PI3	IR1	IR2	PR
3.810	3.795	3.910	3.870	3.815	4.085

Means

CS	PI	IR
4.038	3.838	3.843

Standard Deviations

PR1	PR2	PR3	CS1	CS2	CS3
0.849	0.819	0.919	0.906	0.987	1.027

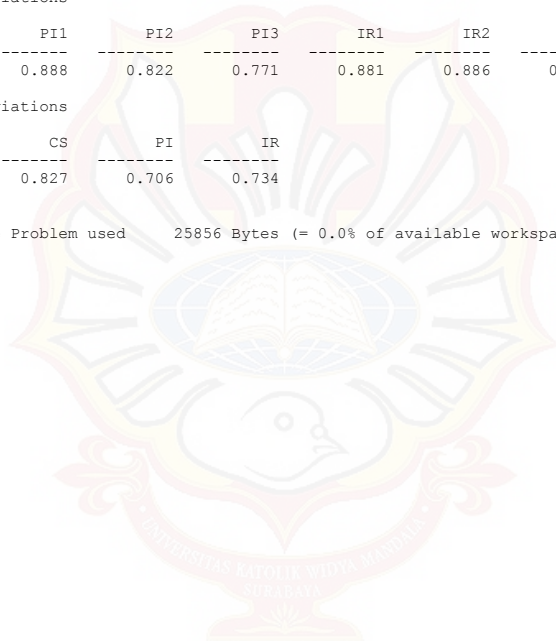
Standard Deviations

PI1	PI2	PI3	IR1	IR2	PR
0.888	0.822	0.771	0.881	0.886	0.696

Standard Deviations

CS	PI	IR
0.827	0.706	0.734

The Problem used 25856 Bytes (= 0.0% of available workspace)



DATE: 12/24/2011  
TIME: 10:51

L I S R E L 8.70

BY

Karl G. Jöreskog & Dag Sörbom

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The following lines were read from file D:\DATA\SYNTAX.spl:

Pengaruh Perceived Risk dan Customer Satisfaction terhadap Purchase Intent dan  
Intention to Revisit  
Observed variable PR1 PR2 PR3 CS1 CS2 CS3 PI1 PI2 PI3 IR1 IR2  
Covariance Matrix from file D:\DATA\INPUT.COV  
sample size 200  
Latent Variables PR CS PI IR  
Relationships:  
PR1 = 1\*PR  
PR2-PR3 = PR  
CS1 = 1\*CS  
CS2-CS3 = CS  
PI1 = 1\*PI  
PI2-PI3 = PI  
IR1 = 1\*IR  
IR2 = IR  
PI = PR CS  
IR = PR CS  
OPTIONS: SS SC EF RS  
Path Diagram  
End of Program

Sample Size = 200

Pengaruh Perceived Risk dan Customer Satisfaction terhadap Purchase Intention dan  
intention to revisit

Covariance Matrix

	PI1	PI2	PI3	IR1	IR2	PR1
PI1	0.79					
PI2	0.40	0.68				
PI3	0.43	0.36	0.59			
IR1	0.42	0.27	0.38	0.78		
IR2	0.34	0.24	0.23	0.29	0.78	
PR1	0.08	0.07	0.00	-0.05	0.10	0.72
PR2	0.14	0.09	0.08	0.05	0.08	0.30
PR3	0.13	0.09	0.08	0.11	0.06	0.24
CS1	0.12	0.08	0.11	0.07	0.04	0.16
CS2	0.26	0.12	0.21	0.19	0.13	0.13
CS3	0.21	0.24	0.22	0.12	0.12	0.07

Covariance Matrix

PR2	PR3	CS1	CS2	CS3
-----	-----	-----	-----	-----

PR2	0.67				
PR3	0.37	0.84			
CS1	0.18	0.17	0.82		
CS2	0.20	0.19	0.38	0.97	
CS3	0.17	0.11	0.43	0.49	1.06

Pengaruh Perceived Risk dan Customer Satisfaction terhadap Purchase Intention dan intention to revisit

Number of Iterations = 14

#### LISREL Estimates (Maximum Likelihood)

##### Measurement Equations

PI1 = 1.00\*PI, Errorvar.= 0.31 , R<sup>a</sup> = 0.61  
(0.049)  
6.23

PI2 = 0.82\*PI, Errorvar.= 0.35 , R<sup>a</sup> = 0.48  
(0.092) (0.045)  
8.94 7.86

PI3 = 0.90\*PI, Errorvar.= 0.21 , R<sup>a</sup> = 0.65  
(0.093) (0.037)  
9.69 5.55

IR1 = 1.00\*IR, Errorvar.= 0.39 , R<sup>a</sup> = 0.50  
(0.12)  
3.12

IR2 = 0.73\*IR, Errorvar.= 0.57 , R<sup>a</sup> = 0.27  
(0.23) (0.085)  
3.25 6.74

PR1 = 1.00\*PR, Errorvar.= 0.53 , R<sup>a</sup> = 0.27  
(0.062)  
8.51

PR2 = 1.54\*PR, Errorvar.= 0.22 , R<sup>a</sup> = 0.68  
(0.29) (0.074)  
5.24 2.95

PR3 = 1.25\*PR, Errorvar.= 0.54 , R<sup>a</sup> = 0.36  
(0.23) (0.073)  
5.49 7.47

CS1 = 1.00\*CS, Errorvar.= 0.55 , R<sup>a</sup> = 0.33  
(0.067)  
8.21

CS2 = 1.30\*CS, Errorvar.= 0.51 , R<sup>a</sup> = 0.47  
(0.21) (0.076)  
6.26 6.77

CS3 = 1.30\*CS, Errorvar.= 0.59 , R<sup>a</sup> = 0.44  
(0.21) (0.082)  
6.16 7.22

# Structural Equations

PI = - 0.061\*PR + 0.78\*CS, Errorvar.= 0.32 , R<sup>2</sup> = 0.32  
 (0.16) (0.17) (0.064)  
 -0.38 4.56 5.08

IR = - 0.14\*PR + 0.68\*CS, Errorvar.= 0.28 , R<sup>2</sup> = 0.28  
 (0.18) (0.18) (0.12)  
 -0.81 3.82 2.38

## Covariance Matrix of Independent Variables

	PR	CS
PR	0.19 (0.06) 3.26	
CS	0.10 (0.03) 3.32	0.27 (0.07) 3.80

## Covariance Matrix of Latent Variables

	PI	IR	PR	CS
PI	0.48			
IR	0.13	0.39		
PR	0.07	0.04	0.19	
CS	0.21	0.17	0.10	0.27

## Goodness of Fit Statistics

Degrees of Freedom = 150  
 Minimum Fit Function Chi-Square = 230.59 (P = 0.064)  
 Normal Theory Weighted Least Squares Chi-Square = 223.83 (P = 0.058)  
 Estimated Non-centrality Parameter (NCP) = 84.83  
 90 Percent Confidence Interval for NCP = (54.97 ; 122.32)

Minimum Fit Function Value = 0.66  
 Population Discrepancy Function Value (F0) = 0.43  
 90 Percent Confidence Interval for F0 = (0.28 ; 0.61)  
 Root Mean Square Error of Approximation (RMSEA) = 0.062  
 90 Percent Confidence Interval for RMSEA = (0.026 ; 0.074)  
 P-Value for Test of Close Fit (RMSEA < 0.05) = 0.58

Expected Cross-Validation Index (ECVI) = 0.89  
 90 Percent Confidence Interval for ECVI = (0.74 ; 1.08)  
 ECVI for Saturated Model = 0.66  
 ECVI for Independence Model = 4.66

Chi-Square for Independence Model with 55 Degrees of Freedom = 905.76

Independence AIC = 927.76  
 Model AIC = 177.83  
 Saturated AIC = 132.00  
 Independence CAIC = 975.04  
 Model CAIC = 293.89  
 Saturated CAIC = 415.69

Normed Fit Index (NFI) = 0.86  
 Non-Normed Fit Index (NNFI) = 0.85  
 Parsimony Normed Fit Index (PNFI) = 0.70  
 Comparative Fit Index (CFI) = 0.89  
 Incremental Fit Index (IFI) = 0.89

Relative Fit Index (RFI) = 0.82

Critical N (CN) = 96.13

Root Mean Square Residual (RMR) = 0.078

Standardized RMR = 0.10

Goodness of Fit Index (GFI) = 0.90

Adjusted Goodness of Fit Index (AGFI) = 0.83

Parsimony Goodness of Fit Index (PGFI) = 0.53

Pengaruh Perceived Risk dan Customer Satisfaction terhadap Purchase Intention dan intention to revisit

Fitted Covariance Matrix

	PI1	PI2	PI3	IR1	IR2	PR1
PI1	0.79					
PI2	0.40	0.68				
PI3	0.43	0.36	0.59			
IR1	0.13	0.11	0.12	0.78		
IR2	0.10	0.08	0.09	0.29	0.78	
PR1	0.07	0.06	0.06	0.04	0.03	0.72
PR2	0.10	0.08	0.09	0.06	0.05	0.29
PR3	0.08	0.07	0.08	0.05	0.04	0.24
CS1	0.21	0.17	0.19	0.17	0.13	0.10
CS2	0.27	0.22	0.24	0.22	0.16	0.13
CS3	0.27	0.22	0.24	0.22	0.16	0.13

Fitted Covariance Matrix

	PR2	PR3	CS1	CS2	CS3
PR2	0.67				
PR3	0.37	0.84			
CS1	0.16	0.13	0.82		
CS2	0.20	0.16	0.36	0.97	
CS3	0.20	0.16	0.36	0.46	1.06

Fitted Residuals

	PI1	PI2	PI3	IR1	IR2	PR1
PI1	0.00					
PI2	0.00	0.00				
PI3	0.00	0.00	0.00			
IR1	0.29	0.17	0.27	0.00		
IR2	0.24	0.16	0.14	0.00	0.00	
PR1	0.02	0.01	-0.06	-0.09	0.07	0.00
PR2	0.03	0.00	-0.01	-0.02	0.03	0.00
PR3	0.04	0.02	0.01	0.06	0.03	0.00
CS1	-0.09	-0.09	-0.08	-0.10	-0.09	0.06
CS2	0.00	-0.10	-0.03	-0.03	-0.03	0.00
CS3	-0.05	0.02	-0.02	-0.10	-0.04	-0.06

Fitted Residuals

	PR2	PR3	CS1	CS2	CS3
PR2	0.00				
PR3	0.00	0.00			
CS1	0.03	0.04	0.00		
CS2	0.00	0.03	0.03	0.00	
CS3	-0.04	-0.06	0.08	0.03	0.00

Summary Statistics for Fitted Residuals

Smallest Fitted Residual = -0.10

Median Fitted Residual = 0.00

Largest Fitted Residual = 0.29

Stemleaf Plot

```
- 1|000
- 0|999986665
- 0|443332210000000000000000000000
0|1122233333344
0|6678
1|4
1|67
2|4
2|79
```

Standardized Residuals

	PI1	PI2	PI3	IR1	IR2	PR1
	-----	-----	-----	-----	-----	-----
PI1	- -					
PI2	0.07	- -				
PI3	-0.87	0.71	- -			
IR1	6.87	3.96	7.36	- -		
IR2	5.32	3.59	3.65	- -	- -	
PR1	0.40	0.32	-1.46	-1.98	1.50	- -
PR2	1.24	0.14	-0.66	-0.68	0.78	0.25
PR3	0.93	0.50	0.17	1.27	0.52	-0.08
CS1	-2.34	-2.23	-2.43	-2.78	-2.30	1.23
CS2	-0.11	-2.67	-1.17	-1.05	-0.90	0.00
CS3	-1.40	0.47	-0.66	-2.96	-1.17	-1.26

Standardized Residuals

	PR2	PR3	CS1	CS2	CS3
	-----	-----	-----	-----	-----
PR2	- -				
PR3	-0.07	- -			
CS1	0.80	0.84	- -		
CS2	0.08	0.55	1.17	- -	
CS3	-1.05	-1.13	2.93	1.35	- -

Summary Statistics for Standardized Residuals

Smallest Standardized Residual = -2.96  
Median Standardized Residual = 0.00  
Largest Standardized Residual = 7.36

Stemleaf Plot

```
- 2|08743320
- 0|543221009977711100000000000000
0|1112334555578889222345
2|967
4|03
6|94
```

Largest Negative Standardized Residuals

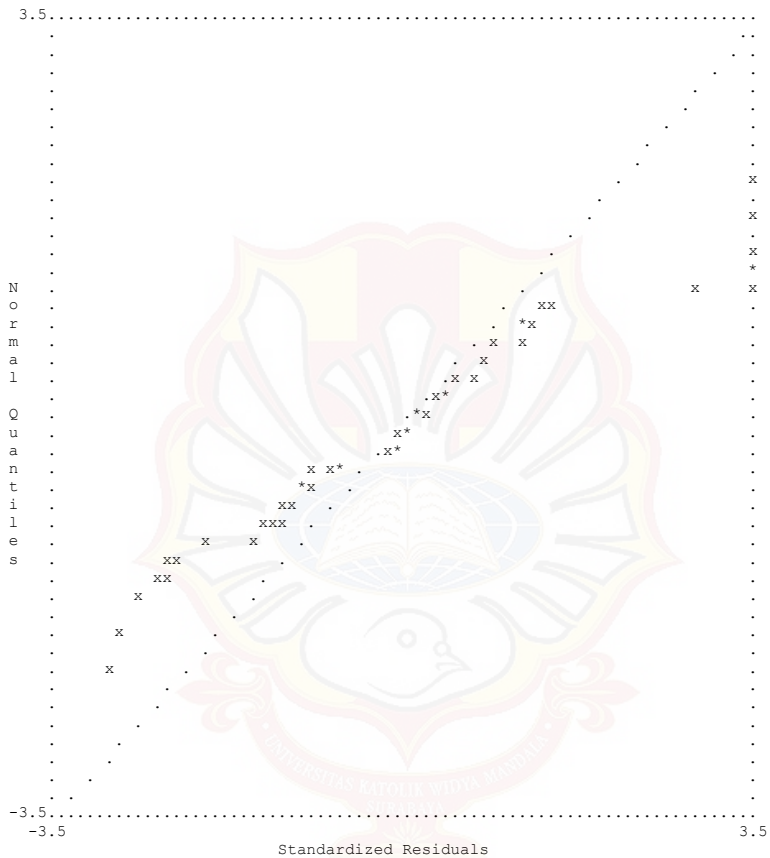
Residual for CS1 and IR1 -2.78  
Residual for CS2 and PI2 -2.67  
Residual for CS3 and IR1 -2.96

Largest Positive Standardized Residuals

Residual for IR1 and PI1 6.87  
Residual for IR1 and PI2 3.96  
Residual for IR1 and PI3 7.36  
Residual for IR2 and PI1 5.32  
Residual for IR2 and PI2 3.59  
Residual for IR2 and PI3 3.65  
Residual for CS3 and CS1 2.93

Pengaruh Perceived Risk dan Customer Satisfaction terhadap Purchase Intention dan Intention to revisit

Qplot of Standardized Residuals



The Modification Indices Suggest to Add the

Path to	from	Decrease in Chi-Square	New Estimate
PI1	IR	12.5	0.38
PI3	IR	8.7	0.27
IR1	PI	46.2	0.86
IR2	PI	9.8	0.40
PI	IR	80.6	1.30
IR	PI	80.6	1.12

The Modification Indices Suggest to Add an Error Covariance

Between	and	Decrease in Chi-Square	New Estimate
IR	PI	80.6	0.36
IR1	PI3	15.4	0.12
CS3	CS1	8.6	0.18



Pengaruh Perceived Risk dan Customer Satisfaction terhadap Purchase Intention dan intention to revisit

#### Standardized Solution

##### LAMBDA-Y

	PI	IR
-----	-----	-----
PI1	0.69	- -
PI2	0.57	- -
PI3	0.62	- -
IR1	- -	0.63
IR2	- -	0.46

##### LAMBDA-X

	PR	CS
-----	-----	-----
PR1	0.44	- -
PR2	0.67	- -
PR3	0.55	- -
CS1	- -	0.52
CS2	- -	0.68
CS3	- -	0.68

##### GAMMA

	PR	CS
-----	-----	-----
PI	-0.04	0.59
IR	-0.10	0.57

##### Correlation Matrix of ETA and KSI

	PI	IR	PR	CS
-----	-----	-----	-----	-----
PI	1.00			
IR	0.30	1.00		
PR	0.22	0.15	1.00	
CS	0.57	0.52	0.44	1.00

##### PSI

Note: This matrix is diagonal.

	PI	IR
-----	-----	-----
	0.68	0.72

##### Regression Matrix ETA on KSI (Standardized)

	PR	CS
-----	-----	-----
PI	-0.04	0.59
IR	-0.10	0.57

Pengaruh Perceived Risk dan Customer Satisfaction terhadap Purchase Intention dan intention to revisit

#### Completely Standardized Solution

##### LAMBDA-Y

	PI	IR
-----	-----	-----
PI1	0.78	- -
PI2	0.69	- -
PI3	0.81	- -
IR1	- -	0.71
IR2	- -	0.52

# LAMBDA-X

	PR	CS
PR1	0.52	- -
PR2	0.82	- -
PR3	0.60	- -
CS1	- -	0.58
CS2	- -	0.69
CS3	- -	0.66

# GAMMA

	PR	CS
PI	-0.04	0.59
IR	-0.10	0.57

# Correlation Matrix of ETA and KSI

	PI	IR	PR	CS
PI	1.00			
IR	0.30	1.00		
PR	0.22	0.15	1.00	
CS	0.57	0.52	0.44	1.00

# PSI

Note: This matrix is diagonal.

PI	IR
0.68	0.72

# THETA-EPS

PI1	PI2	PI3	IR1	IR2
0.39	0.52	0.35	0.50	0.73

# THETA-DELTA

PR1	PR2	PR3	CS1	CS2	CS3
0.73	0.32	0.64	0.67	0.53	0.56

# Regression Matrix ETA on KSI (Standardized)

	PR	CS
PI	-0.04	0.59
IR	-0.10	0.57

Pengaruh Perceived Risk dan Customer Satisfaction terhadap Purchase Intention dan intention to revisit

# Total and Indirect Effects

# Total Effects of KSI on ETA

	PR	CS
PI	-0.06 (0.16) -0.38	0.78 (0.17) 4.56
IR	-0.14 (0.18) -0.81	0.68 (0.18) 3.82

**Total Effects of ETA on Y**

	PI	IR
-----	-----	-----
PI1	1.00	- -
PI2	0.82 (0.09) 8.94	- -
PI3	0.90 (0.09) 9.69	- -
IR1	- -	1.00
IR2	- -	0.73 (0.23) 3.25

**Total Effects of KSI on Y**

	PR	CS
-----	-----	-----
PI1	-0.06 (0.16) -0.38	0.78 (0.17) 4.56
PI2	-0.05 (0.13) -0.38	0.64 (0.14) 4.44
PI3	-0.05 (0.14) -0.38	0.70 (0.15) 4.60
IR1	-0.14 (0.18) -0.81	0.68 (0.18) 3.82
IR2	-0.10 (0.13) -0.80	0.50 (0.17) 2.97

Pengaruh Perceived Risk dan Customer Satisfaction terhadap Purchase Intention dan intention to revisit

**Standardized Total and Indirect Effects**

**Standardized Total Effects of KSI on ETA**

	PR	CS
-----	-----	-----
PI	-0.04	0.59
IR	-0.10	0.57

**Standardized Total Effects of ETA on Y**

	PI	IR
-----	-----	-----
PI1	0.69	- -
PI2	0.57	- -
PI3	0.62	- -
IR1	- -	0.63
IR2	- -	0.46

**Completely Standardized Total Effects of ETA on Y**

	PI	IR
	-----	-----
PI1	0.78	- -
PI2	0.69	- -
PI3	0.81	- -
IR1	- -	0.71
IR2	- -	0.52

Standardized Total Effects of KSI on Y

	PR	CS
	-----	-----
PI1	-0.03	0.41
PI2	-0.02	0.33
PI3	-0.02	0.37
IR1	-0.06	0.36
IR2	-0.05	0.26

Completely Standardized Total Effects of KSI on Y

	PR	CS
	-----	-----
PI1	-0.03	0.46
PI2	-0.03	0.41
PI3	-0.03	0.47
IR1	-0.07	0.40
IR2	-0.05	0.29

Time used: 0.031 Seconds

